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THE AGRIBUSINESS PROJECT

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Quarterly Progress Report
(October 1, 2013 to December 31, 2013)

January 30, 2014

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Cooperative Agreement No. AID-391-A-12-00001

Key Personnel Name	Designation	Contact Number	Email Address
Shad Muhammad	Chief of Party	0092 (344) 4475252	shad.muhammad@asf.org.pk

The Agribusiness Project | Agribusiness Support Fund
House 23, Street 25, Sector F -8/2, Islamabad 44000 Pakistan
Phone No: +92 51 2818305-8 Fax: +92 51 2818309
www.agribusiness.org.pk | www.asf.org.pk
Email: info@asf.org.pk

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ABBREVIATIONS AND ACRONYMS

ASF	Agribusiness Support Fund
B2B	Business to Business
BDSPs	Business Development Services Providers
BRC	British Retail Consortium
COP	Chief of Party
DAP	Detailed Activity Plan
EA	Environmental Assessment
EGA	Economic Growth and Agriculture
EMMP	Environmental Monitoring and Mitigation Plan
EPA	Environmental Protection Agency
FEG	Farmer Enterprise Group
FSC	Farm Services Center
GAP	Good Agricultural Practices
GB	Gilgit-Baltistan
GEC	Grants Evaluation Committee
GIS	Geographic Information System
HACCPs,	Hazard Analysis Critical Control Points
HV/OSV	High Value Off-Seasons Vegetables
ICT	Islamabad Capital Territory
IFS	International Featured Standards
IMIS	Integrated Management Information System
IP	Implementing Partner
ISO	International Standard Organization,
JEA	J.E.Austin Associates
KPK	Khyber Pakhtunkhwa
LOP	Life of Project
MSMEs	Micro, small and medium enterprises
MSU	Management Support Unit
NGO	Non-Government Organization
PERSUAP	Pesticide Evaluation Report and Safe Use Action Plan
PRC	Planning and Review Committee
PRHA	Participatory Rural Horticultural Appraisal
PRLA	Participatory Rural Livestock Appraisal
SME	Small and Medium Enterprises
SOP	Standard Operating Procedure
TA	Technical Assistance
TAP	The Agribusiness Project
USAID	United States' Agency for International Development
USG	United States Government
UVAS	University of Veterinary and Animal Sciences
VCP	Value Chain Platform

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1 SUMMARY OF PROGRESS ACHIEVED DURING QUARTER-1

The following is a summary of the most significant achievements during quarter-1 of FY 2014 that will contribute toward the achievement of the development assistance objectives:

- i. During the first quarter, income of targeted beneficiaries increased by USD 459,239. 12 new jobs were created through establishment of 238 Grapes Orchards, 3 Screen houses, 2 Reefers and 25 high tunnels for HV/OSV.
- ii. The agribusinesses that participated in project activities, achieved increase in incremental sales worth USD 1.48 million during the reporting quarter. The sales revenue will significantly increase during year 3 and 4 of the project as a result of providing technical assistance and transformation support to beneficiaries.
- iii. 870 micro and small enterprises (HV/OSV farmers) linked to larger-scale firms as a result of USG assistance to targeted value chains. This will continue to increase as a result of program implementation.
- iv. A total of 3154 rural households benefited directly from project interventions during the reporting quarter, while total of 25,228 rural households benefitted from project interventions by December 31, 2013. A total of 26 hectares new land was brought under improved technologies and management practices by establishing 238 vineyards and 25 high tunnels for HV/OSV.
- v. Audit of 15 companies for 15 certifications (10 HACCPs, 4 ISO, 1 Halal) completed by certification body and are awaiting for issuance of certificate. As of December 2013, overall status of certification is given below:
 - 21 enterprises completed the certification requirements and received certifications.
 - 15 enterprises successfully completed audit and are waiting for certifications.
 - 10 enterprises completed the preparation for audit and are waiting for audit by the certification body.
 - 05 enterprises are in the preparation process for audit.
- vi. Project-supported ten companies have exported products of USD 11 million as of December 2013. Out of this amount, only five companies have succeeded in exporting products totalling USD 0.798 million during the reporting quarter.
- vii. Female beneficiaries account for 13% of total project beneficiaries in the reporting quarter, while total ratio of female participation as of December 31, 2013 is 36%.
- viii. The following key results were achieved in the reporting quarter in prioritized value chains
 - a. **Apricot:**
 - Initiated establishment of 20 Apricot orchards on 19 acres of land at Gilgit-Baltistan,
 - 800 solar tunnel dryers approved for apricot drying.
 - b. **Banana:**
 - Finalized participants for exposure visit to Philippines.
 - Developed Training plan for 2 day trainings on Quality Improvement of Banana through Pre-/post-harvest management.
 - c. **Chilies:**
 - Grant support approved by GEC to 1500 Chili farmers for adopting improved pre- and post-harvest practices.
 - d. **HV/OSV:**
 - Provided improved vegetable seed and packing materials, seedling trays, harvest bins and toolkits to 1470 farmers for vegetable production.

- Initiated establishment of 720 high tunnels (180 grantees/4 tunnels per grantee) for vegetable production. 25 grantees have completed 50% of construction work.
 - 1421 farmers trained in 2 day training on vegetable production.
 - 115 FEGs (34 Women and 81 Male) in HV/OSV formed by the implementing partners.
- e. **Meat:**
- Contract signed with UVAS for development of SOPs for Buffalo veal production trial program.
 - 5 abattoirs were inspected by Malaysian Experts (Malaysian Halal Development Council), who visited Pakistan during November 6-12, 2013. Out of 5, 2 abattoirs have been approved.
 - 25 participants, out of 200 participants, trained from meat industry in a 21 day training course on the managers training module of the 3-tier modular training program.
- f. **Seed Potato:**
- Seed Potato VCP formed and its first meeting held on December 10, 2013 at Gilgit Baltistan.
 - Facilitated an exposure visit of seed buyers/dealers from down country to Gilgit-Baltistan.
- g. **Grapes:** Completed trellising system for 238 vineyards (238 Farmers) on 39 hectares in ICT.
- ix. **Capacity Building:** As part of the project and Implementing Partners staff capacity building, the following trainings were carried out during the reporting period. The project trained:
- 34 Project & IPs staff in a 2 day in-house training on strengthening and integrating M&E, Environmental Compliances & Gender into TAP interventions, held on 19-20 December 2013 at Islamabad.
 - 35 staff members and Implementing Partners staff trained in grants and procurement. The training was conducted from 18-19 November 2013 by technical experts from CNFA home office. The workshop aimed at providing TAP and implementing partners' M&E personnel with the tools to conduct special studies periodically in order to answer questions that are posed by project management.
 - 20 project and Implementing Partners staff in 2 day training on strengthening performance management conducted by International M&E expert.
- x. The quarterly environmental monitoring of 120 completed grants/sites (i.e. Grape Orchards, Milk Chillers, FEG Pomegranate Orchards, and Fish Aero Tubes) were carried out and reports developed. The grantees were also trained on EMMP, safe use of pesticides as per PERSUAP, solid waste management and on health and safety issues including training on quarterly monitoring plan.
- xi. Under the International Market Linkages Program the project conducted market assessment for seven prioritized VCs followed by validation workshops, wherein data collected was validated by key stakeholders. The project conducted an assessment of prioritized products in Malaysia, Singapore, Indonesia, Dubai, Abu Dhabi, Kazakhstan & Uzbekistan markets and draft report is expected to be shared by January 2013.
- xii. The Third Year Work Plan (implementation plan for FY 2014 (October 2013 to September 2014) was developed in line with modified project. The plan went through frequent revisions in the light of discussions between the Project management and USAID and has been approved by USAID. The Detailed Activity Plans for prioritized value chains were developed and approved by USAID during the reporting quarter. The progress against the implementation plan/DAP was jointly reviewed by USAID counterparts and TAP senior management.

2 PROJECT OVERVIEW

2.1 INTRODUCTION

This quarterly report of the project is submitted as per provision of the cooperative agreement signed between USAID Pakistan and ASF. It covers the activities carried out by the project during the period from October 01, 2013 to December 31, 2013. In addition to the preliminaries and an executive summary, the report comprises of three sections and five Annexures.

- The first section briefly introduces the project's background, goal, objectives, components, and financial progress during the reporting period.
- The second section provides highlights of the achievements and activities during the first quarter of third year of the project. It provides narrative information on progress achieved against the planned targets.
- The third section provides progress update against the Mission Strategic Framework (MSF) indicators in the results framework and the progress achieved against the MSF indicators during the reporting quarter.

The report encompasses success stories of the project beneficiaries, demonstrating increase in their sales and incomes and strengthening of their business as a result of partnering with the project and availing USG assistance. These sections have been structured with a view to facilitate an essential understanding of the broader achievements of the project in general and, particularly, during the reporting quarter.

2.2 BACKGROUND

The Agribusiness Project (TAP) funded by USAID Pakistan is being implemented by Agribusiness Support Fund (ASF) in collaboration with national and international partner organizations. This four years project, commenced on November 10, 2011, aims at increasing competitiveness in selected horticultural and livestock value chains. Keeping in view the diversity and spread of agriculture production in Pakistan, and with a view to ensure effective implementation, a sub-sector cluster approach was adopted by the Project, whereby areas with the greatest potential for value addition, employment creation and outreach were prioritized and targeted. In addition, overlapping with other USAID funded projects was also considered to avoid duplication of effort and attribution issues. The project is serving as a catalyst to leverage private sector investment in agribusinesses and related enterprises.

2.3 GOAL

The overall goal of the Project is to support improved conditions for broad-based economic growth, enhanced profitability, employment opportunities and contribute to poverty alleviation through product and process transformation in selected horticultural and livestock value chains in partnership with all stakeholders.

2.4 OBJECTIVES

The objectives of the project are to:

- Strengthen the capacity in horticulture and livestock VCs to increase sales to domestic and foreign markets;
- Strengthen the capacity of smallholders and farmer enterprises to operate autonomously & effectively;
- Increase agriculture efficiency and productivity through adoption of new farming techniques and technological innovation among targeted beneficiaries.

2.5 TARGETED VALUE CHAINS AND PRIORITIES

The Project plan contemplates working in 8 VCs prioritized through multiple indicators based criteria:-

- **Economic Potential** (value of production; Pakistan's Vs. Global Yields Ratio; Percent changes in Production (past five years); Current Value of exports; percent change in export volume (past five years); Revealed Comparative Advantage (RCA); and relative trade balance.
- **Distribution of Benefits** (number of acres harvested or dedicated to animal production; net income, farm size, Share of household income provided by the value chain and the percent of value chain farms belonging to small producers).
- **Geographic location**

The targeted value chains identified on the basis of an evaluation of the characteristic of each with respect to its potential for achieving quantitative impact on income and employment, as well as with respect to the distribution of benefit with respect to impacting small producers and enterprises.

2.6 PROJECT COMPONENTS

The project components are (i) technical assistance and (ii) value chain transformation support. However, as opposed to the operational component-led project, the new design places primary focus on the target value chains and clusters and will use the sub-components as a means to an end. Project components will serve as a framework for operational ease only and group the activities as a package of assistance. Within the technical assistance, there are several sub-components that aim to strengthen market linkages between stakeholders; catalyze value chains; and, maximize the participation of small farmers in the formal value chains. The components will complement each other and are graphically illustrated in Figure-1 below:

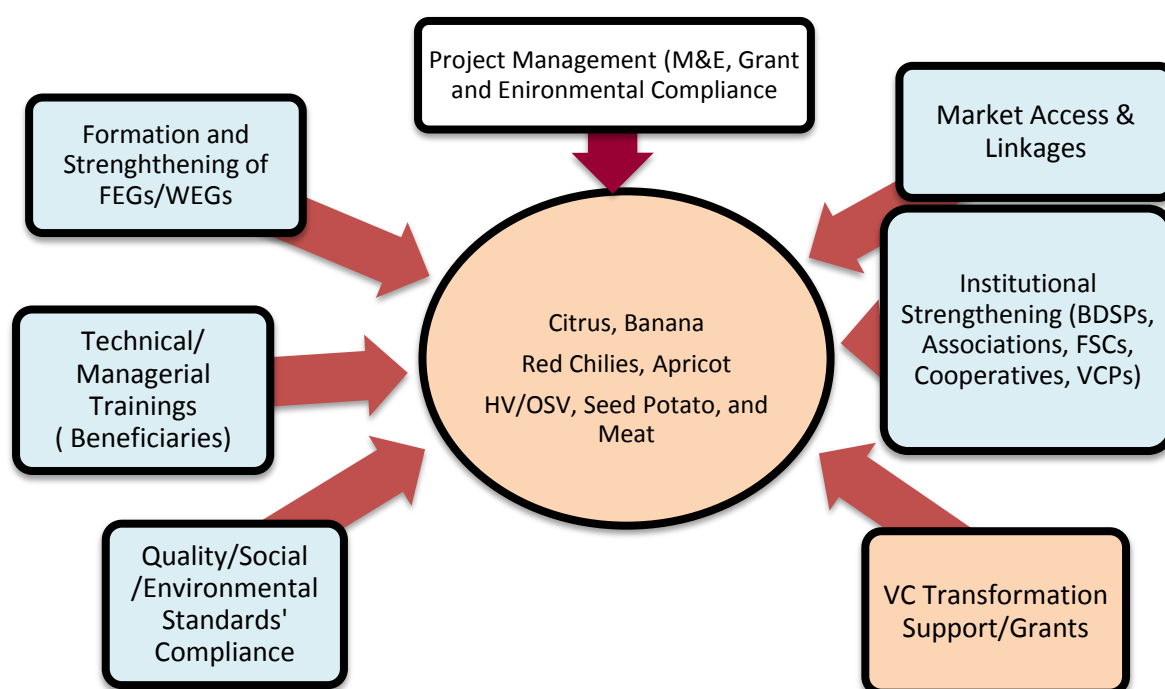


Figure 1: Project approach and components

2.6.1 TECHNICAL ASSISTANCE (TA) FOR VALUE CHAIN SUPPORT

This component of the project provides the basis for the transformation support and includes a number of sub-components. The technical assistance is an integral part of the value chain transformational support and it addresses various systemic and functional gaps in the target value chains. This technical assistance includes:

- Technical and Managerial Training and Market Access and Linkages;
- Farmer Enterprise Groups/Women Enterprise Groups Formation & Strengthening;
- Institutional Strengthening (VC Facilitators and Service Providers FSC, VCPs, Associations & Cooperatives) ; and, Standard Compliance

2.6.2 VALUE CHAIN TRANSFORMATION SUPPORT

The VC Transformation support will provide assistance to eligible agribusinesses and farmer enterprise groups for undertaking capital and capacity investments to strengthen and expand prioritized value chains. It is designed to identify and support innovative ideas such as expansion of product lines, increase market access and marketability of existing and new products, raise level of productivity, facilitate effective management/operation of enterprises and organizations/associations, and raise the level of investment in the agribusiness sector.

The transformation support to be provided within targeted value chains, as a complement to the technical assistance, training and market intervention packages the project provides to participants of VC clusters. Transformation support will cover gaps at the individual agribusiness level and fund proposals of associations and service providers only for commercial activities. Under the realigned project focus is more on soft interventions i.e. technical assistance, as has been determined by the lesson-learned experienced under the project. The size of the support is flexible and is based on the actual requirements of the agribusiness activity.

2.7 FINANCIAL SUMMARY

Duration of the Project:	November 10, 2011 to November 09, 2015
Total revised amount:	USD 39,947,421
Amount obligated to date:	USD, 27,300,000
Expenditures during reporting quarter:	USD 2,589,860
Cumulative expenditures to date:	USD 16,147,728
The detail financial progress is placed at Annexure-1 .	

2.8 THIRD YEAR WORK PLAN

The Third Year Work Plan (implementation plan for FY 2014 (October 2013 to September 2014) was developed in line with the modified project. The plan went through frequent revisions in the light of discussions between the Project management and USAID, and has been approved by USAID.

3 PROJECT PROGRESS

3.1 TECHNICAL ASSISTANCE

3.1.1 STANDARDS COMPLIANCE

Pakistan has reported significant investment and growth in export of fruit and vegetables, as well as in the meat sector over the recent years. However, despite having tremendous potential, the country still shares negligible portion of the multi-billion dollar trade of processed/value added food items. To compete in the international market it has become inevitable to adopt the food quality, safety and hygiene standards set by foreign buyers and consumers; thus the acquisition of export certifications is a minimum requirement for exporters.

The project selected fifty one companies for 53 internationally accepted certifications. Two consulting firms¹ and a certifying body² were engaged to facilitate preparation & certification process. The consultation and certification process for fifty three (53) certifications of British Retail Consortium³ (BRC), International Features Standards (IFS)⁴, Global GAP, ISO, Halal, and HACCP was initiated over the last two years, out of which two companies for Global GAP were dropped out. The break-up of the number of certifications in each category is given in **Figure-2**.

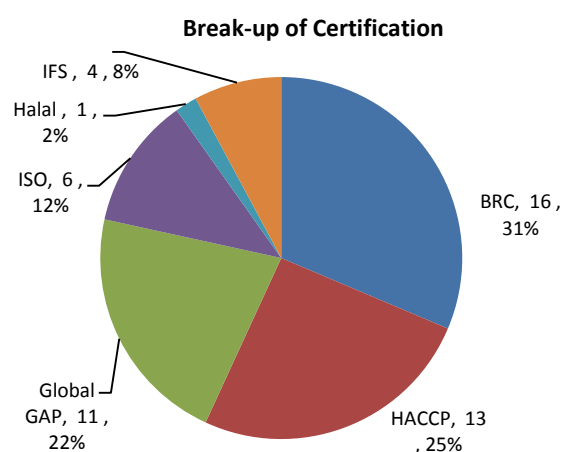


Figure 2: Break-up of certifications

During the reporting quarter, audit of fifteen companies for fifteen certifications were completed, which include ten HACCP certifications, four ISO and one Halal certification. Similarly, preparations for Audit completed for 9 companies which include 7 HACCP and 2 ISO certifications. As of December 2013, status of certification is given below:

- 21 enterprises completed the certification requirements and received certifications.
- 15 enterprises successfully completed audit and are waiting for certifications.
- 10 enterprises completed preparation and are waiting for audit by certification body.
- 05 enterprises are in preparation process for audit.

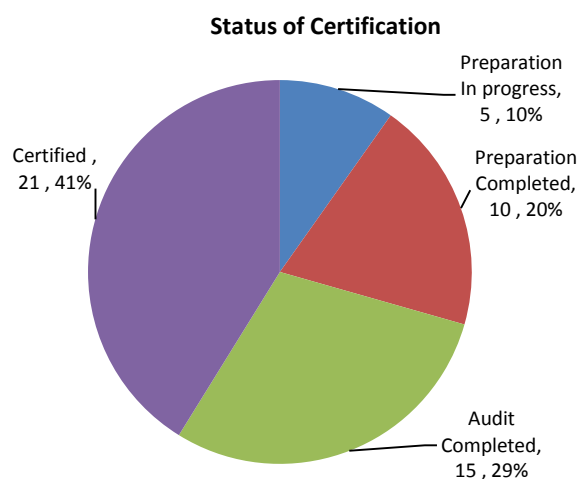


Figure 3: Status of Certification

The status of certification is given in Figure-3 and Figure-4.

¹Quality Systems and Star Farms

²BureauVeritas

³BRC is one of the leading trade associations in the United Kingdom and represent 80% of retail trade in UK by turn over. In order to qualify for export of food products to exporting companies are required to comply with the BRC standards.

⁴IFS is a case standard in Europe and all major retailers in Germany, France, Italy and other EU countries require suppliers to be certified for IFS.

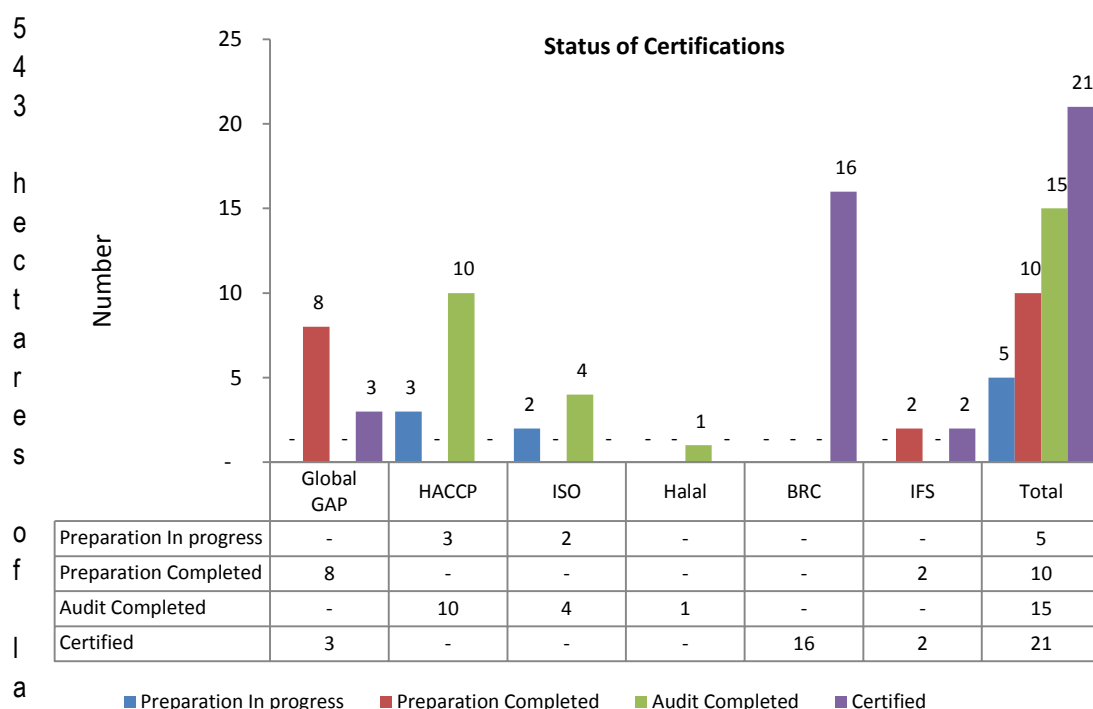


Figure 4: Detailed Status of Certification

- **BRC:** 16 enterprises certified.
- **HACCP:** 10 enterprises completed audit and are waiting to receiving certifications, while another 3 enterprises are in the preparation stage for audit by the certification body.
- **Global GAP:** 3 enterprises certified and another 8 enterprises (6 citrus, 1 banana and 1 fish) completed preparation for audit, while 2 enterprises have dropped out.
- **ISO:** 04 enterprises completed audit and are waiting for receiving certifications, while another 2 enterprises are in the preparation stage for audit by the certification body.
- **IFS:** 02 enterprises certified; another 2 enterprises completed preparation and are waiting for audit by certification body.
- **Halal:** 01 enterprise completed audit and is waiting for receiving certification.

As a result of above, 543 hectares of land were brought under improved management practices by the participating companies. 78 persons of participating companies were trained. These certifications will enable organizations to access international markets, complement project interventions during third and fourth year and result in increased exports of horticultural products from Pakistan.

3.1.2 MARKET ACCESS AND LINKAGES

- 3.1.2.1 During the reporting quarter, 5 companies succeeded in exporting horticulture products namely Meat & Dairy, fruit and vegetables and dried fruits worth USD 0.7million to new buyers from UAE, Saudi Arab, India and Afghanistan. It is worthwhile to mention that the project supported 31 companies for participation in four international marketing events for fruit, vegetables and meat. 18 companies received purchase orders of USD 28.34 million for export of fruit, vegetables and meat as a result of their participation and business to business meetings at the events. The products include kinnow,

potato, dates, lemon, mango, meat, dried fruit, apricots, miscellaneous fresh fruit and vegetables for various export destinations, which include UAE, Saudi Arabia, Russia, India, Iran, Afghanistan, Ukraine, Spain and Indonesia. Of eighteen companies which received work orders, ten companies have exported products of USD 11 million as of December 2013. The event-wise detail is placed at **Annexure-2** and summarized in Figure-5.

During the reporting quarter, the project initiated necessary preparation for supporting participation of horticulture companies in Fruit Logistica, scheduled for February 5-7, 2014 at Germany and Gulf Food, planned for February 23-27, 2014 at Dubai. The exporting companies/ exporters are being selected through a competitive process.

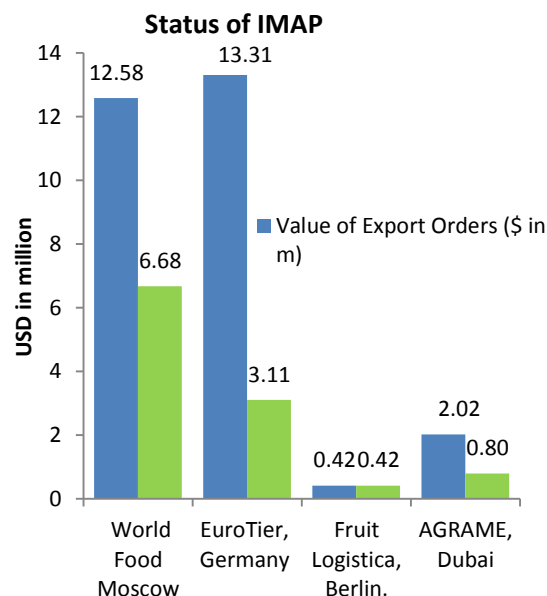


Figure 5: IMAP data - Export orders/value

3.1.2.2 J.E. Austin Associates (JEA), is supporting the agribusiness project by providing international technical assistance for international market linkages and branding of Pakistani products with international brands to identify and capitalize on opportunities in high price markets. During the reporting quarter, the following progress was made against their scope of work.

- i. **Value Chain Analyses and Competitiveness:** The project engaged one international and three national consultants to analyze the meat, fruit and vegetable value chains. During the reporting period, the field work and consultative meetings for value chain and competitiveness assessments was completed by local and international consultants. The report is being finalized.
- ii. **Stakeholder Workshops for Value Chain Analyses and Competitiveness:** Stakeholder validation workshops for targeted value chains were conducted in Punjab and Sindh and the data collected was verified. The assessments will be completed by end January 2014.
- iii. **Rapid Assessment of Key Markets:** The International Consultant conducted rapid assessment of targeted markets for prioritized products.
 - a. Meat (Halal) (GCC, Malaysia, Indonesia, Iraq and Egypt)
 - b. Veal (Halal) (Jordan and Egypt, Saudi Arabia, Kuwait)
 - c. Potatoes (Russia, Ukraine, Kazakhstan, Tajikistan, Uzbekistan, Sri Lanka, and Malaysia)
 - d. Citrus [Kinnow] (Russia, Canada and GCC)
 - e. Chillies (GCC, Malaysia)

The consultant completed international field work at Malaysia, Singapore, Indonesia, Dubai, Abu Dhabi, Kazakhstan & Uzbekistan. The report is being finalized and will be ready by the end of January, 2014.
- iv. **Market Positioning/Brand Development:** The strategy for promoting halal meat and its traceability is being developed. Meetings were held with major processors/exporters (Zenith, Al-

Anis, Abedin, Seven Star International, Tata and Meat tech), members of academia UVAS, certification bodies (Bureau Veritas) and major public sector players (PHDA, Livestock- Punjab).

- v. **Linking Companies and Providing Access to Markets-Domestic and Export:**The project in collaboration with PHDA facilitated a three member Malaysian delegation visit to Pakistan from November 6-12, 2013 to pre inspect 5 abattoirs (Zenith, PAMCO, Tazij, Abedin& Al Anis). TAP facilitated pre- and post-inspection meetings and all abattoirs have submitted their documentation for obtaining export approval. Out of 5, 2 abattoirs were approved by Malaysian authorities.
- vi. The project, in collaboration with UVAS, conducted an Inauguration Ceremony of a 3-Tier Modular Training Program for improving capacity of meat processing industry on November 20, 2013 at UVAS Lahore. The implementation of the training Program was started in December 2013.

3.1.3 **INSTITUTIONAL STRENGTHENING (VC FACILITATORS, SERVICE PROVIDERS, FSC, VCPS, ASSOCIATIONS AND COOPERATIVES):**

The project provided continued support and facilitated meetings of VCPs. During the reporting quarter, Seed Potato VCP was formed and its first meeting held on December 10, 2013, at Gilgit. Different VC stakeholders including producers, local dealers/seed multipliers, seed importers, Agriculture Department and FSC&RD participated in VCP meeting. The participants appreciated formation of Seed Potato VC and shared their collective wisdom for uplift of the Seed Potato value chain. The discussion in the meeting focused on access to market, introduction of new varieties, technical trainings, market linkages and adopting Global GAP standards. Similarly, members highlighted pertinent issues for agribusinesses, mainly access to finance, markets & competitiveness.



Figure 6: Seed Potato VCP meeting



Figure 7: b2b meeting - Seed Potato

The project also facilitated an exposure visit of seed buyers/dealers from down country to the project clusters, where business to business meeting at Gilgit was held and attended by local seed potato producers and national/local buyers' seed potato buyers. The meeting discussed the terms and conditions for contract farming. Based on discussion, a draft contract agreement between the producers and buyers is being developed and will be finalized in consultation with both the parties.

3.1.4 **TECHNICAL AND MANAGERIAL TRAINING**

The plans for technical and managerial trainings were finalized as part of implementation plans and detailed activity plans for prioritized value chains. The FEG members were trained in enterprise

development and technical aspects of farm management. They were supported in developing proposals and applications for transformational support. Moreover, farmers are being facilitated in accessing services and markets with focus on collaborative purchase of inputs & selling their produce. During the reporting quarter, 1421 farmers/FEG members (1318 men and 103 women) for HV/OSV from seven districts of KPK (Swat, Dir Lower, Malakand, Charsadda, Nowshera, Peshawar and Mansehra) were trained in 2 day technical training including field based demonstration. The training focused on growing of HV/OSV using tunnels/structure farming, use of good agriculture practices, fertilizers and nutrition. The district wise farmers trained are placed at **Annexure-3**.

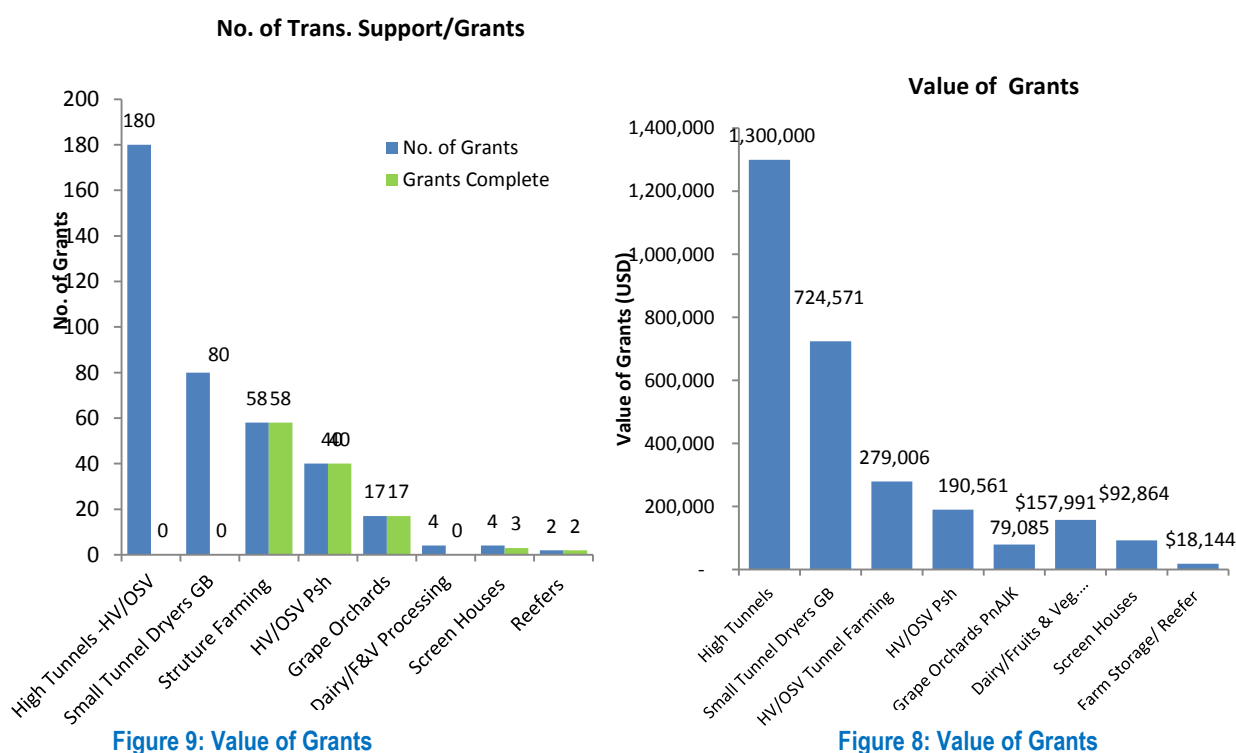
3.1.5 FECS FORMATION AND STRENGTHENING

During the reporting quarter, 115 FEGs (34 Women and 81 Male) in HV/OSV were formed by the implementing partners. The region-wise break-up and status of transformational grant is as under:-

- 55 new FEGs for HV/OSVs were formed in Lahore region. The proposal for provision of FEG transformational grant developed and approved by GEC.
- 25 new FEGs for HV/OSVs were formed in Peshawar and Nowshera districts. The proposal for provision of FEGs transformational grant developed and is under approval.
- 25 new women FEGs for HV/OSVs were formed in District Mansehra. The proposal for provision of FEG transformational grant developed and is under approval.
- 10 FEGs (nine female and one male) for HV/OSV were formed in district Swat.
- The proposal for transformational grant support for 24 FEGs of HV/OSVs from Peshawar and Nowshera for structure farming is developed and submitted for approval.

3.2 TRANSFORMATIONAL GRANTS

During the reporting quarter, implementation of transformation grants worth USD 2.85 million was initiated. 120 grants have been completed while remaining are under various stages of implementation as shown in Figure -8 & Figure-9 below.



The progress achieved on transformation grants during the reporting quarter is discussed below:

a. Establishment of High Tunnels for HV/OSV– 180 Grants

The Agribusiness Project finalized 93 applicants of High Tunnels from KPK, Pothohar and Lahore for production of HV/OSV. The construction activities on 68 high tunnels have been initiated. Twenty five percent (25%) work has been completed till the end of the reporting quarter. The high tunnel package include establishment of 4 high tunnels, 5 day enterprise development training followed by technical training on growing of HV/OSV. Another Request for Application (RFA) was advertised on the project's website for selection of potential grantees for HV/OSV. The Agribusiness Project signed a contract with M/S ECI Pvt. Ltd. for development of training curricula and delivery of Enterprise Development Training (EDT) to the beneficiaries of high tunnels.

b. High Value/Off Season Vegetables – 98 FEGs

During the reporting quarter, the project distributed vegetable farming toolkits (Seedling trays, harvest bins wheel barrow, spray pump, improved packing material, water sprinkler and germination trays) to 600 HV/OSV farmers.



Figure 10: Provision of Toolkits to FEG members

Eight hundred and seventy (870) farmers from 58 FEGs of Charsadda, Nowshera and Peshawar districts were provided material for vertical structure farming. These farmers produced and marketed bitter gourd, received incremental sales of USD 678,943 and increased income of USD 459,239.

The above mentioned farmers were further supported through provision of hybrid seed for HV/OSV (Tomato) and Cucumber. Tomato and cucumber will remain in low plastic tunnels till the frost is over followed by its further propagation on vertical structure, which was formerly provided by TAP for Bitter Gourd.



Figure 11: Provision of hybrid seed Sahil Tomato

The technical trainings imparted to FEG members would enable FEG members to adopt good agriculture practices in cultivating high yielding vegetable varieties with better quality to cater to market demand for off-season vegetable.

The use of multi-cropping (different vegetables) will increase production, sales revenue and income, besides creating new job opportunities in the market. The support has resulted in increased production, incremental sales revenue and income of the beneficiaries, besides creating new job opportunities.

c. Establishment of Vineyards:

During the reporting period, the project supported establishment of vineyards on 39 hectares of land by 238 small farmers/FEG members from Attock, Chakwal and ICT. The establishment of vineyards will help in improving production and quality of grapes. Farmers were trained in pre-/post-harvest technology to reduce pre-/post-harvest losses.



Figure 12: Grapes Orchards

d. Establishment of Apricot Orchards:

During the reporting quarter, contracts were signed with 20 farmers for establishment of Apricot orchards on 19 acres of land at Gilgit-Baltistan. The establishment of Apricot orchards are in progress.

Provision of 800 Small Solar Tunnel Dryers to 800 famers in Gilgit-Baltistan: The transformational support for establishment of 800 Small Tunnel Dryers at a cost of USD 0.724 million was approved. The beneficiaries were organized in FEGs. During the reporting quarter, FEGs were validated and EDFs completed. The contract agreements are being signed with selected beneficiaries. The small solar tunnel dryer using advanced drying technology for Apricot processing would support improved quality of dried Apricot, which will result in increased sales revenue and beneficiaries' income besides minimizing post-harvest losses and creating new jobs.



Figure 13: Apricots Drying

- e. Grant Support Program for Post-Harvest Drying Technology for Chilies:** The revised project proposal for extending support to FEG members enabling them to adopt good agriculture practices and efficient technology of chili drying for decreasing level of Aflatoxins was approved by the Grants Evaluation Committee. The project has already initiated implementation of the Grant.



Figure 14: Red Chili

f. Improvised Farm Storage/ Reefer:

The project supported two installations of improvised Farm Storage/Reefer in District Swabi and Hyderabad, which will help farmers in providing low-cost improvised postharvest management technology for fruits and vegetables. The improvised reefer will be used as a source of field heat removal as well as on-farm temporary storage of fruits and vegetables with 3-5 tons capacity. The reefer is installed on a frame, which can be placed on any commercial freight vehicle, towed with tractor and taken to any market place.



Figure: 15: Improvised Farm Storage/Reefer

g. Dairy, F&V Processing Grants:

The project selected the following four horticultural and livestock companies in dairy, vegetable and fruit processing sectors for providing them transformational support.

- i. Farmers Dairy, Lahore.
- ii. Fresh Pack, Lahore.
- iii. Global Social Enterprises, Swat
- iv. Kevlaar (Pvt.) Ltd. Karachi

The contract agreements with first three grantees has been signed in the reporting quarter while the contract agreement with fourth one is being signed as he had requested time extension for submission of his due share due to budgetary constraints. The RFAs for procurement of machinery for above mentioned three grants have

been requested from relevant vendors and the selection of vendors for provision of requested machinery will be finalized by end of second quarter.

- h. **International Exposure visit for Banana VC:** The project approached various companies in India, Thailand and Philippines for hosting an exposure visit(s) of progressive Pakistani Banana producers, processors and exporters to study entire Banana VC from production, processing and marketing for adopting pre-and post-harvest good practices. One of the famous Companies agreed to extend services and demonstrate functioning of their facility (Banana Pack house) to Pakistani delegation. Further arrangements are being coordinated with the concerned company. The project finalized selection of participants for exposure visit and necessary documentation and approval is in progress.



Figure 16: Banana

Banana Technical and Managerial Training: During the reporting quarter, the project developed scope of work and broad contents of 2 day training on Quality Improvement of Banana through Pre-/post-harvest management in consultation with Sindh Agriculture University, Tando Jam. The detailed training contents are being developed by the University. 20 participants for the training have been selected.

- i. **Meat Value Chain:** During the reporting period, the following progress was achieved.

Halal Meat Program: The Buffalo veal production trial program was initiated in collaboration with the University of Veterinary and Animal Sciences (UVAS). The contract agreement signed with UVAS for implementation of the program. The proposal for Commercial Feedlot Nucleus Farms with backward linkages with rural farmers through Calf Rearing Model and forward linkages with Meat Processors/Exporters was finalized.

Vocational Training across the Meat Value Chain: The three tier modular training program for meat industry was developed. The project conducted an orientation workshop on 'three tier modular training program' for members of meat industry on November 9, 2013 at UVAS, which was attended by 25 participants. The inauguration ceremony for the training program was held on November 20, 2013 at UVAS, with Federal Minister for National Food Security and Research, Mr. Sikander Hayat Khan Bosan, as Chief Guest. The first batch of training program was launched in the last week of December 2013. The training program received an overwhelming response from the meat industry.

Facilitating Companies to brand Pakistan as a Halal hub: The project and PHDA jointly facilitated meat industry by organizing a visit of Malaysian delegation (JAKIM & DVS) for inspection of abattoirs and processing plants in Pakistan. A three member Malaysian delegation visited Pakistan (November 6-12, 2013) to pre inspect 5 abattoirs (Zenith, PAMCO, Tazij, Abedin& Al Anis). TAP facilitated pre- and post-inspection meetings and all the abattoirs have submitted their documentation for obtaining export approval. Moreover, several consultative meetings were conducted with major meat exporters such as Al-Quraish foods, Shafi group etc. to facilitate them in meat export to Saudi Arabia and China.

The project identified trade shows for participation of Meat exporting companies for exhibiting their products and gaining market access. The project plans to support participation of Meat exporters in Gulf food (February 23-27, 2014) Dubai, UAE which will provide them an opportunity to showcase their products and develop B2B linkages with major players of food and beverages industry

3.3 MANAGEMENT SUPPORT UNIT (MONITORING AND EVALUATION)

The monitoring and evaluation department of the Project was restructured and renamed as Management Support Unit (MSU). The vision of MSU is that of an internal third party source of presenting credible, scientific, and unbiased information to the Management and the Program/Value Chain on their processes, inputs, outputs, and outcomes, for determining their course of action, to meet the objectives of TAP. The abstract of M&E activities during the reporting quarter are presented below.

i) **Restructuring M&E as MSU:**

The MSU has been equipped with necessary staff. The objectives of the MSU are to:

- present credible and unbiased information to the Management and the Programs on their processes, inputs, outputs, and outcomes, for determining their course of action, to meet the objectives of TAP.
- enhance organizational and development learning.
- support substantive accountability and program restructuring.
- provide credibility to the Management Information System

The MSU strategy document has been developed. The main functions of the MSU are as under:-

- i. **Monitoring** on-going activities. This will be based on Weekly Calendar of Events submitted fortnightly by the Implementing Teams, developed out of the Monthly Activity Plans by respective value chains.
- ii. **Validation** of completed activities - on receipt of completion reports from the Implementing team. - Validating IP's reports
- iii. **Evaluation** – assessing the degree to which programs are moving towards the intended results
- iv. **Progress reporting** to USAID and Management
- v. **Management of** the Management Information System

ii) **Monitoring, Evaluation and Reporting System:** The MSU/M&E provides continuous support in development of the reporting templates for grant and TA products rolled out by the project. The monitoring formats will help the project field teams collect information on project beneficiaries, activities and indicators at the time of activity execution and posting it to database. The standardized activity based data collection forms support the progress reviews, reporting and decision making requirements. The project developed causal chains for each activity for each Value Chain, stemming from activity - output - series of outcomes - and leading to results as per Detailed Implementation Plan.

iii) **Development of IMIS:** The work on design and development of an Integrated Management Information System⁵(IMIS) continued during the reporting quarter. The M&E team worked with the software vendor to prepare for development and implementation of Iteration II modules to clarify the processes in Grants, M&E and Program Management functions and complete the development of IMIS by February 2014. The project through the subcontractor engaged an International STTA, who reviewed and provided inputs on IMIS, IT infrastructure and security assessment processes. The STTA made important recommendations on project management procedures, continuous incremental delivery, use of dashboard to prioritize and manage feature delivery, rigorous testing of each feature and constitution of IMIS feature delivery.

⁵A standardized technology platform supported by an internet protocol connecting its offices all over Pakistan for the automation and standardizing of its financial, grants, project management, HR/payroll, procurement, inventory management and performance management functions.

- iv) **Monitoring Project Activities:** The MSU/M&E team continued support for project monitoring activities, grant disbursements, data collection, validation of farmer enterprise groups and other project beneficiaries and provide information to project management.
- v) **Support to Project Management:** M&E provided support to project management in development of revised work plans, detailed activity plans and presentations of project activities/achievements. The progress review committee meetings were held on fortnightly basis providing input for important decisions relating to program planning, implementation and monitoring.
- vi) **Reporting of Project activities:** The M&E team provided continued support to project management in preparation of periodic progress reports including bi-weekly/monthly, quarterly and annual progress reports for submission to USAID and ASF and other project level meetings.
- vii) **Staff Capacity Building:**

As part of the project and Implementing Partners staff capacity building, the following trainings were carried out during the reporting period. The project trained:

 - 34 Project &IPs staff in 2 day in-house training on strengthening and integrating M&E, Environmental Compliances & Gender into TAP interventions held on 19-20 December 2013 at Islamabad.
 - 35 staff members and Implementing Partners staff trained in grants and procurement. The training was conducted from 18-19 November 2013 by technical experts from CNFA home office. The workshop aimed at providing TAP and implementing partners' M&E personnel with the requisite tools to conduct special studies periodically, in order to answer questions that are posed by project management.
 - 20 project and Implementing Partners staff in 2 day training on strengthening performance management conducted by International M&E expert.

3.4 BRANDING, MARKING AND COMMUNICATION

The Communications Section provided support to the project activities in targeted value chains, to ensure that all direct and indirect stakeholders of the project, especially the beneficiaries, are aware that the financial assistance for all grants awarded and capacity building initiatives come from the American people through USAID and the Agribusiness Support Fund (ASF). Developments in this regard were: i) Branding and marking of project activities; ii) Publication (supportive and promotional materials of USAID & ASF); iii) Matching selected communication tools and vehicles with intended stakeholders iv) Highlight success stories of beneficiaries v) Field visits and picture archiving and vi) Appropriate and timely media coverage (press and electronic), website management & social media updates

3.5 ENVIRONMENTAL COMPLIANCE

Environmental Compliance has been recognized as an integral part of TAP implementation as required under 22CFR216. Various tasks conducted by the Environment Compliance during reporting period are explained below:

- **Quarterly Environmental Monitoring;** The Environment Team carried out quarterly environmental monitoring of 120 completed grants/sites (i.e. Grape Orchards, Milk Chillers, FEG Pomegranate Orchards, and Fish Aero Tubes) and developed reports. The grantees were trained on EMMP, safe use of pesticides as per PERSUAP, solid waste management & on health and safety issues including training on quarterly monitoring plan. As a result, 30 TAP staff members now have enhanced knowledge on the follow up on Environmental Compliance under 22CFR216. The team revised 117 EDFs of Tunnel Farms, which were approved by USAID. The team

also briefed newly recruited Directors on Environmental Compliance System and time required for each activity under the environmental compliance procedures.

- **Field work for Environmental Assessment of Challenge Grant in Swat:** There had been an issue with the challenge grant in Swat for which the No Objection Certificate (NoC) from the provincial Environmental Protection Agency (EPA) was with-held because the proposed site was located in human settlements/housing, area. The relocation site was adopted with the agreement of grantee and the EDF was updated accordingly. The NOC from the provincial EPA is no longer required because this activity no longer falls under the Schedules of EPA.

3.6 CNFA SUPPORT TO THE AGRIBUSINESS PROJECT

During the reporting period, CNFA continued its support to the project by providing technical assistance to project in areas of M&E, IT/GIS, Environment, and VC studies. CNFA engaged five international consultants /staff to complete revised grants and procurement manual, strengthening M&E/MIS systems & program review. The CNFA staff contributed to development of M&E systems/templates to operationalize performance monitoring plan (PMP), which allows capture of M&E data against performance indicators. The development process of M&E framework included planning and implementation of data management, monitoring, evaluation and reporting system. The system enables the project to make informed decisions and take corrective measures during implementation of activities.

CNFA assisted ASF in making further progress on IMIS through coordination with vendor for development and implementation of Iteration II module. The STTA reviewed and provided inputs to IMIS, IT infrastructure and security assessment processes and recommendations on project management procedures, continuous incremental delivery, use of dashboard to prioritize and manage feature delivery, rigorous testing of each feature and constitution of IMIS feature delivery. The CNFA provided support in developing GIS maps for different VC activities and assisted the project's environmental compliance team in undertaking environmental monitoring and mitigation of competed grant products and development/revision of EDF during the reporting period.

3.7 IMPLEMENTATION CHALLENGES AND ISSUES REQUIRING MANAGEMENT ATTENTION

- i. The complex nature of the project targeting large number of agribusinesses across the country is a challenge. The scattered location of project sites warrant increased resources for M&E, environmental monitoring and mitigation. This is a daunting challenge for timely completion and closure of project.
- ii. The project activities are time & season bound, whereas the execution of these activities requires upfront beneficiary's contribution, which at times is not forthcoming. This adversely affects implementation of activities and disbursement targets, which might end up with time extension in project end date.
- iii. The project is expected to speed up implementation of activities across the country, however, the prevailing poor law and order situation in project areas, has been a major challenge for travelling of staff working with the project. The delays in startup of activities may result in late completion.
- iv. Lack of cooperation from the grantees, especially in the post grant award phase, where some of grantees often do not provide complete and accurate information of their activities and outcomes. This could be offset by adopting a case study based approach for extrapolation of the project results.

4 PROGRESS AGAINST EGA INDICATORS DURING REPORTING QUARTER

4.1 Results Framework

The project's overall Results Framework (RF) encapsulates the implementation approach of The Agribusiness Project and is used to guide work-planning and results monitoring activities throughout the course of project implementation. At the highest level of the results framework is the assistance objective i.e. improved conditions for broad-based economic growth. As such this represents the project goal, with the project making its contribution to improving conditions for economic growth. The project will contribute to this goal by facilitating increased income generating opportunities. The project will strive to realize and achieve increased competitiveness of horticulture and livestock value chains, through the following three sub-intermediate results:

4.2 Data collection

The project activities and transformational grant support approved are in different stages of outsourcing, implementation and completion phases. The monitoring, evaluation and reporting system has been put in place for regular data collection, monitoring and assessment of activities against performance indicators of results framework in performance management plan.

With the roll out of project activities and identification of beneficiaries, the Project is collecting rolling baseline information and periodic progress reports on relevant indicators to monitor the changes in the households' income, creation of jobs etc. However, considering the large scale, diversity and complexity of the project, the Agribusiness Project will continue to develop capacity of its beneficiaries to maintain and report on project related indicators. The project periodically conducts quality assurance of data maintained by the beneficiaries.

4.3 Progress against Indicators

The summarized position is reproduced below, which shows progress achieved against targets for EGA indicators during the reporting quarter and overall up to the end of reporting quarter. The targets for the life of the project (LOP) with annual break-up for FY 2013 through FY 2015 were readjusted on USAID Info database as per approved project document and implementation plan for targeted value chains. An overview of the progress achieved against EGA indicators as of December 31, 2013 is placed at **Annexure-4**.

Case Study

Grape VC in The Agribusiness Project

Introduction: Pakistan produced 64,729 tons of Grapes (0.9% of total fruit production) on 15312 hectares of land during 2009-10 (Ministry of Food and Agriculture, GoP). The major Grape producing areas include ICT & Potohar/Punjab, Balochistan and Gilgit-Baltistan. Pakistan's average yield is 45% of the world's yield average. Pakistan exported 167 tons of Grape worth USD 0.25 million, and imported 61,782 tons of Grape worth USD 9.33 million approximately from Afghanistan, China etc.

Grapes in Pothohar region (ICT, Attock and Chakwal): The Grape was the top ranking of five fruit value chains of Potohar region as per participatory rapid horticulture appraisal (PRHA) conducted by The Agribusiness Project (TAP) in 2012. The total area under Vineyards recently established in Islamabad, Attock and Chakwal districts is 89.3 hectares approximately, of which 36.4 hectares (42% of total area) have been planted with the support of USAID-funded TAP in spring 2013 as shown below in the table.

Category o-f Farmer	Year of Establish ment	No. of Farmers	Area under cultivation (Acre)	Year of production/ Expected Qty to be produced (Tons)		
				2014	2015	2016
Grant Support to Corporate Farmers for Vineyard establishment	2013	17	51	-	165	193
Grant Support to Small Farmers for Vineyard establishment	2013	238	39	-	126	147
Sub-Total		255	90	-	292	340
Vineyards established by Farmers without TAP support	2010-2013	29	131	394	516	554
Total		284	221	394	807	895

The two main varieties of grape being grown are Flame Seedless and King's Ruby. Majority of the Vineyards are properly laid-out and planted with well-built Trellises (support system). The combination of Agro-climatic conditions, the two early-ripening seedless grape varieties, and proximity to market presents both a unique opportunity and a challenge. Opportunity in the sense that, grapes in the region ripen in June, when there are no grapes available from any other part of the country. The narrow production window before Monsoon rains (Mid June to end of June) poses a challenge. The project supported Vineyards are expected to be in fruit bearing stage by Mid-2015. The production of fruit starts from year-3 and continue to increase till year-15, while it starts declining from year-16 till year-25. The average grape production per vine is 6 Kg in year-3, 8 Kg in year-4, 10 Kg in year-5 and so on. The Grape production is a labor intensive activity and on average 3 labors per acre is required for Grape cultivation & marketing as per project baseline report. (2012).



TAP support to Grape farmers: The Project supported 17 corporate farmers and 238 small farmers for establishment of Vineyards in Islamabad, Attock and Chakwal districts. This initiative has not only benefitted the

beneficiaries concerned but has also leveraged an equal amount of Private Sector investment and indirectly compensated local community members for new job creation.

TAP supported Mr. Azam Khan, Grape farmer, of village Kot Sondki, Islamabad, who established Vineyards on 3 acres (1.2 hectare) of land. The project provided matching grant support in the form of Trellises (structure consisting of stay poles, line posts and strings), besides technical trainings and on-job technical assistance support, while the Farmer contributed in land leveling, pits digging, installation of Trellises, purchase and plantation of agreed varieties of plants from approved sources. The total cost of establishment of Vineyards on 3 acres of land was Pak Rs. 962,500/- (50% each contributed by the Project and beneficiary). The beneficiaries of Vineyard grant, especially Mr. Azam Khan, thanked USAID and TAP for the assistance that encouraged the farmers to grow Grape with marketable varieties and inculcating good agriculture management practices with new technological innovations in the Grape VC.



Replication of TAP's model: Mr. Azam Khan, like other Grape farmers, is now fully convinced of the economic returns of grape cultivation in the area, which is obvious from the fact that he has replicated the model with his own investment, and brought another 4 acres (1.6 hectare) of land under Grape cultivation. The Irrigation Department of the Government of Punjab has further complemented the USAID-TAP Viticulture initiative by supporting farmers in installation of Drip-Irrigation systems. The sales revenue and production cost per acre is given below:-

INCOME PER ACRE FROM GRAPES CULTIVATION

Details	First Year	Second Year	Third Year	Fourth Year	Fifth Year
Sale Revenue	-	-	385,000	660,000	935,000
Production Cost	267,000	174,000	144,500	183,000	247,000
Total Income	267,000)	(174,000)	240,500	477,000	688,000

Year-1 cost includes Rs. 184000 capital cost for establishment of Vineyard

Annual Recurring Cost

Cost	First Year	Second Year	Third Year	Fourth Year	Fifth Year
Supervision	60,000	72,000	84,000	96,000	108,000
Water/Irrigation	10,000	15,000	10,000	10,000	30,000
Manure	8,000	12,000	15,000	18,000	21,000
Pruning	5,000	75,000	9,000	11,000	13,000
Marketing	-	-	26,500	48,000	75,000
Total	83,000	174,000	144,500	183,000	247,000

The production and marketing of Grape is a profitable business. There is a high potential and an increasing demand for Grapes in the local and international market.

The matter was discussed in the progress review meeting with USAID held in end December 2013 and it was recommended to extend support to the farmers' community in the ICT/ Punjab areas (Islamabad, Attock, Chakwal, Rawalpindi) for cultivation of newly introduced marketable varieties of Grapes. This would not only strengthen Grapes value chain, creating new job opportunities, increasing profitability of the agribusinesses involved in production, processing and marketing of Grapes but will also contribute to import bill substitution for Grapes.

ANNEXURE-1: FINANCIAL PROGRESS

No.	Head of Account	During Year-1 (November 11 to Sept 2012)	During Year-2 (October 12 to Sept 2013)	During Year-3 (October to December 13)	Cumulative till Dec 2013
1	Salary, Wages & STTA	1,203,728	1,841,320	355,285	3,400,333
2	Fringe Benefits	210,550	343,656	38,231	592,437
3	Travel	263,350	329,384	52,170	644,903
4	Equipment	416,809	36,082	31,109	484,001
5	Supplies	413,717	38,494	22,820	475,031
6	Communication	788	28,070	20,503	49,361
7	Security Cost	25,122	118,953	58,171	202,246
8	Training	5,802	7,930	8,805	22,537
9	Sub-Contracts	187,146	1,607,506	1,091,149	2,885,801
10	Sub-Grants	67,267	1,851,907	419,751	2,338,926
11	Others Direct Costs	1,504,773	3,055,513	491,866	5,052,152
	Total Cost	4,299,053	9,258,815	2,589,860	16,147,728

ANNEXURE-2: EXPORTING COMPANIES RECEIVED EXPORT ORDERS AND EXPORT VALUE

**USG Assisted International Marketing Events
Fruits, Vegetables and Meat Export Values**

No.	Name of Event	Name of Company	Value of Export Orders (\$)	Value of Exports (\$)	% Exports to Orders	Remarks
1	World Food Moscow	Chase International, Karachi	4,252,500	4,252,500	100%	
2	As above	FA International, Karachi	2,971,500	1,225,000	41%	
3	As above	Shehzad Asia Intl. , Islamabad	3,577,750	1,200,000	34%	
4	As above	Sardar Foods Karachi	425,000	-	-	Info awaited
5	As above	Zulfiqar and Co., Karachi	1,250,000	-	-	As above
6	As above	Sabri Enterprise, Multan	36,400	-	-	As above
7	As above	Nadeem Dates Factory, Khairpur	70,200	-	-	As above
		Sub-Total	12,583,350	6,677,500	53%	
8	EuroTierGermany	Tazij Meats and Foods, Lahore	13,312,500	3,106,250	23%	
9	Fruit Logistica, Berlin.	Asia Mega Foods, Karachi	418,775	418,775	100%	
10	AGRAAME, Dubai	Seven Star International, Karachi	5,670	5,670	100%	
11	As above	MeatTech, Lahore	63,075	56,925	90%	
12	As above	Imtiaz Enterprises, Karachi	125,000	125,000	100%	
13	As above	Haji Noor Ellahi& Sons, Peshawar	600,000	600,000	100%	
14	As above	New Shan Enterprises Peshawar	10,711	10,711	100%	
15	As above	Haji Muhd. IkramArain	745,000	-	-	Info awaited
16	As above	Pakistani Hoslamand Khawateen Network	874	-	-	As above
17	As above	Shehzad Asia International	461,500	-	-	As above
18	As above	M.A. Links	11,746	-	-	As above
		Sub-Total	2,023,576	798,306	39%	
		Total	28,338,201	11,000,831	39%	

ANNEXURE-3: TECNICAL AND MANGERIAL TRAINING– HV/OSV VEGETABLES

S #	District	No. of FEG	Member trained	Men	Women
1	Swat	18	343	270	73
2	Dir Lower	6	90	75	15
3	Malakand	1	15	0	15
4	Charsadda	23	341	341	0
5	Nowshera	18	270	270	0
6	Peshawar	17	255	255	0
7	Mansehra	15	180	180	0
	Total	98	1421	1318	103

ANNEXURE-4: PROGRESS ACHIEVED AGAINST KEY RESULTS /EGA INDICATORS

Sr. No	Indicator	Unit of Measure	LOP Target	Total Achievements as of Sep 13	Achievements in reporting quarter	Total Achievements as of Dec.2013	Contributing activities during reporting quarter
1	2a. Number of jobs attributed to program implementation (4.5-2)	FTE Jobs	13,100	5,604	12	5,616	<p>A total of 12 new jobs were created as a result of implementation of the following project activities.</p> <ul style="list-style-type: none"> - 3 FTE jobs created as a result of establishment of 238 Grapes Orchard. - 5 FTE jobs created as a result of implementation of 3 Screen houses and 2 reefers - 4 FTE jobs created as a result of implementation of 25 high tunnels
2	2c. Project-related household incomes of USG targeted beneficiaries	Change in HHs Income	2,908,000	689,383	459,239	1,148,622	Income of the 870 project related USG targeted beneficiaries for HV/OSV through structure farming increased by USD 459,239.
3	2.1a. Value of incremental sales attributed to program implementation	USD	13,953,096	1,329,846	1,476,943	2,806,789	<p>The farmers/exporters that participated in project activities, achieved increase in incremental sales of USD 1.47 m.</p> <p>i. The project supported 5 companies that participated in AgraME achieved export value of USD 0.8 million during reporting quarter.</p> <p>ii. 870 farmers for HV/OSV achieved incremental sales revenue of USD 0.67 million</p>

Sr. No	Indicator	Unit of Measure	LOP Target	Total Achievements as of Sep 13	Achievements in reporting quarter	Total Achievements as of Dec.2013	Contributing activities during reporting quarter
4	2.1b. Value of exports of targeted commodities as a result of USG assistance	USD	0	10,315,120	798,000	11,113,120	The project supported 5 companies that participated in Agra ME achieved export value of USD 0.8 million
5	2.1c. No. of micro & small enterprises linked to larger-scale firms as a result of USG assistance	Enterprises	840	2,255	870	3,125	870 farmers for HV/OSV linked to larger-scale firms as a result of USG assistance.
6	2.1.1b. No. of MSMEs, receiving BDS from USG assisted sources	Enterprises/ Farmers	2,660	7,339	870	8,209	870 MSMEs received BDS (training & technical assistance) from USG assisted sources (implementing partners of TAP).
7	2.1.1c. Value of new private sector investment leveraged with USG resources	USD	43,700,000	1,393,499	-	1,393,499	
8	2.1.2b. No. of persons receiving training on skill development	Persons	6,280	7,638	1,421	9,059	1421 persons including 113 females trained in HV/OSV
9	2.1.3b. No. of entities that have applied new technologies or management practices as a result of USG assistance	Entities	18,220	7,341	1,133	8,474	1133 entities that have applied new technologies or practices include: - 238 farmers for 238 Grapes Orchard. - 870 farmers for HV/OSV - 25 farmers for high tunnels (HV/OSV)
10	2.1.3c. No. of hectares under improved technologies or management practices as a result of USG assistance	Hectares	6,761	1,947	26	1,973	263 farmers brought 26 hectares of land under cultivation for establishment of vineyards and high tunnels structure for production of HV/OSV.
11	2.2.2a. No. of USG-assisted organizations that participate in legislative proceedings and/or	Organizations	10	6	1	7	Seed Potato VCP established and its first meeting held on 10/12/13 at Gilgit.

Sr. No	Indicator	Unit of Measure	LOP Target	Total Achievements as of Sep 13	Achievements in reporting quarter	Total Achievements as of Dec.2013	Contributing activities during reporting quarter
	engage in advocacy at all levels						
12	2.2.3a. No. of rural HHs benefiting directly from USG interventions	Households	24,640	22,074	3,154	25,228	3154 rural households were benefited directly from the project interventions which include 1421 HVOSV trainings, 1470 HV/OSV, 238 Grape Orchards & 25 high Tunnels for HV/OSV.
13	2.2.3b. Prop. of female participants in USG-assisted programs designed to increase access to productive economic resources	%age	30%	42%	13%	36%	Female beneficiaries' account for 13% of project beneficiaries in the reporting quarter, while its overall ratio as of December 31, 2013 was 36%. The contributing activities for female participation include 1470 HV/OSV Agri tools/seed, 238 Grape Orchard established., 25 high tunnels